



# Commonplace Pricebook

**GCloud 14**

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- Housing & development rate card
- Charity, health, education, other rate card
- Add-on bundles
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## COMMONPLACE RATE CARD PACKAGES AND FEATURES OVERVIEW

| FREE TRIAL                                      | STARTER                                     | ESSENTIAL                                                                | PROFESSIONAL                                                |
|-------------------------------------------------|---------------------------------------------|--------------------------------------------------------------------------|-------------------------------------------------------------|
| Get your engagement project underway at no cost | For simple engagement projects and surveys  | For essential engagement projects using rich survey and mapping features | An end-to-end engagement solution ideal for statutory needs |
| <b>core features</b>                            | Includes <b>ALL FREE PLAN PLUS:</b>         | Includes <b>ALL STARTER PLAN PLUS:</b>                                   | Includes <b>ALL ESSENTIAL PLAN PLUS:</b>                    |
| <b>Engagement Hub</b>                           | <b>Engagement Hub</b>                       | <b>Engagement Hub</b>                                                    | <b>Engagement Hub</b>                                       |
| Mobile-first website                            | Commonplace Community Access (500 contacts) | Commonplace Community Access (1,000 contacts)                            | Commonplace Community Access (5,000 contacts)               |
| WCAG 2.1 AA accessibility                       | 1 project incl. 3 surveys/proposals         | Offline survey mode                                                      | Custom content layouts, question types & navigation         |
| Choice of URL                                   | <b>Surveys &amp; mapping</b>                | Social media feeds                                                       | Printable surveys                                           |
| Simple drag & drop editing                      | Comment on a map functionality              | Branding                                                                 | Embed in other websites                                     |
| Large range of question types                   | Matrix & budget questions                   | <b>Surveys &amp; mapping</b>                                             | Targeted social media campaign                              |
| Automated emails                                | <b>Analytics &amp; integrations</b>         | Advanced content layout                                                  | Fill search & filter                                        |
| Setup invitations                               | Basic analytics and reports                 | Custom map displays                                                      | <b>Surveys &amp; mapping</b>                                |
| Manage event attendees                          | <b>Compliance &amp; support</b>             | Before & after visualisation                                             | Comment on a map functionality                              |
| Report dashboards                               | SEO optimisation                            | Accredited templates                                                     | Custom map layers                                           |
| Data protection: ISO27001                       |                                             | <b>Analytics &amp; integrations</b>                                      | Advanced custom mapping                                     |
| Data protection: Cyber Essentials               |                                             | Advanced analytics                                                       | Filtered views                                              |
| AI moderation & anti gaming                     |                                             | Geospatial analysis                                                      | <b>Analytics &amp; integrations</b>                         |
|                                                 |                                             | TrendsAI topics x 5                                                      | Basic analytics and reports                                 |
|                                                 |                                             | Project management hub                                                   | TrendsAI topics x 25                                        |
|                                                 |                                             | <b>Audience management</b>                                               | Project management hub                                      |
|                                                 |                                             | Category questions                                                       | Bespoke report                                              |
|                                                 |                                             | <b>Compliance &amp; support</b>                                          | Single sign-on (SSO)                                        |
|                                                 |                                             | Email verification                                                       | Chart & table exports                                       |
|                                                 |                                             | Go live coaching                                                         | <b>Audience management</b>                                  |
|                                                 |                                             | Kick off training                                                        | Custom consents                                             |
|                                                 |                                             |                                                                          | Embeddable charts                                           |
|                                                 |                                             |                                                                          | Retargeting emails                                          |
|                                                 |                                             |                                                                          | <b>Compliance &amp; support</b>                             |
|                                                 |                                             |                                                                          | Audit trail logs                                            |
|                                                 |                                             |                                                                          | Tester mode                                                 |
|                                                 |                                             |                                                                          | Audience workshops                                          |
|                                                 |                                             |                                                                          | Site build workshop                                         |
|                                                 |                                             |                                                                          | Playground projects                                         |
|                                                 |                                             |                                                                          | Hide sentiment                                              |
|                                                 |                                             |                                                                          | Hide comments                                               |



## COMMONPLACE RATE CARD LOCAL AND CENTRAL GOVERNMENT

|                               |                | FREE TRIAL                                      | STARTER                                    | ESSENTIAL                                                                |              |           | PROFESSIONAL                                                |              |           |
|-------------------------------|----------------|-------------------------------------------------|--------------------------------------------|--------------------------------------------------------------------------|--------------|-----------|-------------------------------------------------------------|--------------|-----------|
|                               |                | Get your engagement project underway at no cost | For simple engagement projects and surveys | For essential engagement projects using rich survey and mapping features |              |           | An end-to-end engagement solution ideal for statutory needs |              |           |
| Term                          | License Type   | 1 month                                         | 6 months                                   | 12 months                                                                | 12 months    | 12 months | 12 months                                                   | 12 months    | 12 months |
| URLs                          | Maps           | Free Trial Project                              | Project                                    | Project                                                                  | Departmental | Corporate | Project                                                     | Departmental | Corporate |
| Surveys/Proposals             | 1              | 1                                               | 1                                          | 1                                                                        | 2            | Unlimited | 1                                                           | 4            | Unlimited |
|                               | 0              | 0                                               | 1                                          | 1                                                                        | 2            | Unlimited | 1                                                           | Unlimited    | Unlimited |
|                               | 1              | 1                                               | 3                                          | 6                                                                        | 9            | Unlimited | 9                                                           | Unlimited    | Unlimited |
| Population min                | Population max |                                                 |                                            |                                                                          |              |           |                                                             |              |           |
| 0                             | 49,000         | £0                                              | £3,500                                     | £6,250                                                                   | £14,750      | £19,500   | £8,250                                                      | £17,500      | £27,500   |
| 50,000                        | 149,000        | £0                                              | £4,500                                     | £7,250                                                                   | £15,750      | £20,500   | £8,500                                                      | £19,500      | £29,500   |
| 150,000                       | 499,000        | £0                                              | £5,500                                     | £8,250                                                                   | £17,000      | £22,500   | £9,500                                                      | £21,500      | £31,500   |
| 500,000                       | 999,000        | £0                                              | £6,500                                     | £9,250                                                                   | £17,500      | £25,500   | £10,500                                                     | £24,500      | £34,500   |
| 1,000,000                     | 2,499,000      | £0                                              | £7,500                                     | £10,500                                                                  | £21,500      | £33,500   | £11,500                                                     | £29,500      | £39,500   |
| 2,500,000                     | 5,000,000      | £0                                              | £8,500                                     | £11,500                                                                  | £23,500      | £35,500   | £12,500                                                     | £37,500      | £47,500   |
| Central Government pricing    |                |                                                 |                                            |                                                                          |              |           |                                                             |              |           |
| Central government department |                | N/A                                             | £7,500                                     | £10,500                                                                  | £21,500      | £33,500   | £11,500                                                     | £29,500      | £39,500   |
| Central government agency     |                | N/A                                             | £7,500                                     | £10,500                                                                  | £21,500      | £33,500   | £11,500                                                     | £29,500      | £39,500   |



## COMMONPLACE RATE CARD HOUSING & DEVELOPMENT

|                   |  | FREE TRIAL                                      | STARTER                                    | ESSENTIAL                                                                |              |           | PROFESSIONAL                                                |              |           |
|-------------------|--|-------------------------------------------------|--------------------------------------------|--------------------------------------------------------------------------|--------------|-----------|-------------------------------------------------------------|--------------|-----------|
|                   |  | Get your engagement project underway at no cost | For simple engagement projects and surveys | For essential engagement projects using rich survey and mapping features |              |           | An end-to-end engagement solution ideal for statutory needs |              |           |
| Term              |  | 1 month                                         | 6 months                                   | 12 months                                                                | 12 months    | 12 months | 12 months                                                   | 12 months    | 12 months |
| License Type      |  | Free Trial - Project                            | Project                                    | Project                                                                  | Departmental | Corporate | Project                                                     | Departmental | Corporate |
| URLs              |  | 1                                               | 1                                          | 1                                                                        | 3            | 10        | 1                                                           | 3            | 10        |
| Maps              |  | 0                                               | 1                                          | 1                                                                        | Unlimited    | Unlimited | 1                                                           | Unlimited    | Unlimited |
| Surveys/Proposals |  | 1                                               | 3                                          | 6                                                                        | Unlimited    | Unlimited | 9                                                           | Unlimited    | Unlimited |

  

| Development: Pre-planning/Regeneration (no. units planned) | Housing Association dept / corporate licence (total stock size) |    |        |        |         |         |         |         |         |
|------------------------------------------------------------|-----------------------------------------------------------------|----|--------|--------|---------|---------|---------|---------|---------|
| Up to 499                                                  | 0-4,999                                                         | £0 | £3,500 | £6,500 | £11,000 | £20,500 | £8,250  | £17,000 | £28,500 |
| 500 - 999                                                  | 5,000-14,999                                                    | £0 | £4,500 | £7,000 | £16,500 | £22,500 | £9,250  | £19,500 | £40,500 |
| 1000 - 2999                                                | 14,999 - 40,000                                                 | £0 | £5,500 | £7,500 | £17,500 | £25,500 | £10,250 | £24,500 | £45,000 |
| >3,000                                                     | >40,001                                                         | £0 | £6,500 | £8,000 | £21,000 | £29,500 | £11,250 | £28,500 | £50,000 |

Housing association notes:

1. HAs developing new units: use first column for no. units planned
2. HAs (RSLs) may be eligible for 5% discount subject to individual circumstances

|                     |  | STARTER                                                         | ESSENTIAL                                              | PROFESSIONAL                           |
|---------------------|--|-----------------------------------------------------------------|--------------------------------------------------------|----------------------------------------|
| Post Occupancy Only |  | Survey tool URL plus:<br>1x survey tile<br>1 x information tile | Survey tool URL plus:<br>3x survey/info tile<br>1x map | Full site with up to 6 tiles and 1 map |
| 0-499 units         |  | £1,500                                                          | £4,000                                                 | £5,500                                 |
| >500 units          |  | £3,000                                                          | £6,000                                                 | £7,500                                 |

  

| HA Tenant Satisfaction (one off project) | NOTE: For organisations looking to deliver Tenant Satisfaction Surveys at scale, use the departmental licence model shown above | Survey tool URL plus:<br>2 x survey tiles<br>News and Event Feed<br>Hidden comment functionality |  |
|------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|--|
| 0-4,999                                  |                                                                                                                                 | £2,250                                                                                           |  |
| 5,000-14,999                             |                                                                                                                                 | £4,750                                                                                           |  |
| 15,000-39,999                            |                                                                                                                                 | £5,750                                                                                           |  |
| >40,000                                  |                                                                                                                                 | £7,750                                                                                           |  |



**COMMONPLACE RATE CARD**  
**NON-BUILT ENVIRONMENT ORGS (INCL NHS, EDUCATION, CHARITY, OTHER)**

|                                                  | FREE TRIAL                                      | STARTER                                    | ESSENTIAL                                                                |              |           | PROFESSIONAL                                                |              |           |
|--------------------------------------------------|-------------------------------------------------|--------------------------------------------|--------------------------------------------------------------------------|--------------|-----------|-------------------------------------------------------------|--------------|-----------|
|                                                  | Get your engagement project underway at no cost | For simple engagement projects and surveys | For essential engagement projects using rich survey and mapping features |              |           | An end-to-end engagement solution ideal for statutory needs |              |           |
| <b>Term</b>                                      | 1 month                                         | 6 months                                   | 12 months                                                                | 12 months    | 12 months | 12 months                                                   | 12 months    | 12 months |
| <b>License Type</b>                              | Free Trial Project                              | Project                                    | Project                                                                  | Departmental | Corporate | Project                                                     | Departmental | Corporate |
| <b>URLs</b>                                      | 1                                               | 1                                          | 1                                                                        | 1            | Unlimited | 1                                                           | 1            | Unlimited |
| <b>Maps</b>                                      | 0                                               | 1                                          | 1                                                                        | Unlimited    | Unlimited | 1                                                           | Unlimited    | Unlimited |
| <b>Surveys/Proposals</b>                         | 1                                               | 3                                          | 6                                                                        | Unlimited    | Unlimited | 9                                                           | Unlimited    | Unlimited |
| <b>TYPE</b>                                      |                                                 |                                            |                                                                          |              |           |                                                             |              |           |
| <b>NHS - single hospital / centre</b>            | £0                                              | £3,500                                     | £6,250                                                                   | £14,750      | £19,500   | £8,250                                                      | £17,500      | £27,500   |
| <b>NHS - ICS (integrated care system)</b>        | £0                                              | £8,500                                     | £12,500                                                                  | £23,500      | £35,500   | £13,500                                                     | £37,500      | £47,500   |
| <b>CHARITY OR EDUCATION (&lt; £10M turnover)</b> | £0                                              | £3,500                                     | £5,500                                                                   | £12,000      | £18,000   | £7,500                                                      | £15,000      | £24,000   |
| <b>CHARITY OR EDUCATION (&gt; £10M turnover)</b> | £0                                              | £5,500                                     | £8,000                                                                   | £21,000      | £29,500   | £11,250                                                     | £28,500      | £42,500   |
| <b>CORPORATION* (&lt;£10M turnover)</b>          | £0                                              | £4,500                                     | £7,250                                                                   | £15,750      | £20,500   | £8,500                                                      | £19,500      | £29,500   |
| <b>CORPORATION* (&gt;£10M turnover)</b>          | £0                                              | £6,500                                     | £8,000                                                                   | £21,000      | £29,500   | £11,250                                                     | £28,500      | £50,000   |

\* any company that is not a developer or housing association, or a partner



## COMMONPLACE RATE CARD

### INSIGHTS AND SURVEYS RATECARD - LOCAL GOVERNMENT

#### ORGANIC

Understand the relevant conversations residents are having across publicly available sources, including social and digital media channels.

#### Population RANGE

|                       |          |
|-----------------------|----------|
| < 15,000              | £12,000  |
| 15,001 - 50,000       | £14,000  |
| 50,001 - 100,000      | £18,000  |
| 100,001 - 150,000     | £20,000  |
| 150,001 - 250,000     | £24,000  |
| 250,001 - 500,000     | £35,000  |
| 500,001 - 1,000,000   | £54,000  |
| 1,000,001 - 2,000,000 | £72,000  |
| 2,000,001 - 3,000,000 | £92,500  |
| 3,000,001-4,000,000   | £118,500 |
| 4,000,001-5,000,000   | £154,000 |
| 5,000,001-6,000,000   | £200,250 |
| 6,000,001-7,000,000   | £250,250 |
| 7,000,001+            | £312,750 |

#### COMMUNITY SURVEY

An always-on (or one-off), representative survey that tracks KPIs on quality of life, community experience and trust in decision-makers over time. Designed by data scientists to be accessible, representative of your community, and statistically sound.

Option for one-off pulse on any topic of your choice.

| Recurring Quarterly | Recurring Semi-Annual | Recurring Annual | One-off Pulse* |
|---------------------|-----------------------|------------------|----------------|
| -                   | -                     | £7,750           | £8,500         |
| -                   | £11,000               | £9,000           | £9,750         |
| -                   | £15,000               | £11,750          | £12,750        |
| £26,000             | £18,000               | £13,000          | £14,000        |
| £32,000             | £21,000               | £15,500          | £16,750        |
| £41,000             | £25,000               | £22,750          | £24,750        |
| £70,000             | £42,000               | £35,000          | £38,000        |
| £105,000            | £60,000               | £46,750          | £50,500        |
| £150,000            | £85,000               | £70,000          | £75,750        |
| £180,000            | £102,000              | £92,000          | £99,750        |
| £216,000            | £122,500              | £110,500         | £119,750       |
| £259,250            | £147,000              | £132,500         | £143,500       |
| £311,000            | £176,250              | £159,000         | £172,000       |
| £373,250            | £211,500              | £194,000         | £210,000       |

#### BLOCKWISE SAFETY SURVEY

An always-on (or one-off), representative survey that tracks KPIs on community safety, crime and trust & confidence in police forces.

| Recurring Monthly | Recurring Quarterly | Recurring Annual | One-off Pulse* |
|-------------------|---------------------|------------------|----------------|
| -                 | -                   | £7,750           | £8,500         |
| -                 | -                   | £9,000           | £9,750         |
| -                 | £28,000             | £11,750          | £12,750        |
| -                 | £44,000             | £13,000          | £14,000        |
| -                 | £56,000             | £15,500          | £16,750        |
| £98,000           | £60,000             | £22,750          | £24,750        |
| £120,000          | £80,000             | £35,000          | £38,000        |
| £210,000          | £140,000            | £46,750          | £50,500        |
| £260,000          | £200,000            | £70,000          | £75,750        |
| £312,000          | £240,000            | £92,000          | £99,750        |
| £374,500          | £288,000            | £110,500         | £119,750       |
| £449,500          | £345,500            | £132,500         | £143,500       |
| £539,500          | £414,750            | £159,000         | £172,000       |
| £647,500          | £497,500            | £194,000         | £210,000       |

#### EXPERIENCE SURVEY

Enable residents to provide feedback on services immediately following an interaction.

|          |
|----------|
| £7,500   |
| £7,500   |
| £7,500   |
| £8,500   |
| £13,000  |
| £15,500  |
| £27,000  |
| £50,000  |
| £65,000  |
| £78,000  |
| £93,600  |
| £112,250 |
| £134,750 |
| £161,750 |

\* If purchasing multiple one-off pulse surveys per order, a discount of 10% is applied for 3-4 pulse surveys and 15% for a package of 5 or more pulse surveys



## COMMONPLACE RATE CARD

### INSIGHTS AND SURVEYS RATECARD - CENTRAL GOVERNMENT

#### ORGANIC

Understand the relevant conversations residents are having across publicly available sources, including social and digital media channels.

#### Population RANGE

|                       |
|-----------------------|
| < 1,000,000           |
| 1,000,001-3,000,000   |
| 3,000,001-5,000,000   |
| 5,000,001-7,000,000   |
| 7,000,001-12,000,000  |
| 12,000,001-20,000,000 |
| 20,000,001+           |

|                 |
|-----------------|
| <b>£54,000</b>  |
| <b>£82,250</b>  |
| <b>£136,250</b> |
| <b>£225,250</b> |
| <b>£344,000</b> |
| <b>£430,000</b> |
| <b>£537,500</b> |

#### COMMUNITY SURVEY

An always-on (or one-off), representative survey that tracks KPIs on quality of life, community experience and trust in decision-makers over time. Designed by data scientists to be accessible, representative of your community, and statistically sound.

Option for one-off pulse on any topic of your choice.

| Recurring Monthly | Recurring Quarterly | Recurring Semi-Annual | Recurring Annual | One-off Pulse*  | One-off Crisis Pulse * ** |
|-------------------|---------------------|-----------------------|------------------|-----------------|---------------------------|
| -                 | <b>£70,000</b>      | <b>£42,000</b>        | <b>£35,000</b>   | <b>£38,000</b>  | <b>£44,000</b>            |
| -                 | <b>£127,500</b>     | <b>£72,500</b>        | <b>£58,500</b>   | <b>£63,500</b>  | <b>£73,750</b>            |
| <b>£343,250</b>   | <b>£198,000</b>     | <b>£112,250</b>       | <b>£101,250</b>  | <b>£109,500</b> | <b>£127,750</b>           |
| <b>£494,500</b>   | <b>£285,000</b>     | <b>£161,500</b>       | <b>£145,750</b>  | <b>£158,000</b> | <b>£184,000</b>           |
| <b>£712,750</b>   | <b>£410,500</b>     | <b>£232,500</b>       | <b>£213,500</b>  | <b>£231,000</b> | <b>£269,500</b>           |
| <b>£891,000</b>   | <b>£513,250</b>     | <b>£290,750</b>       | <b>£266,750</b>  | <b>£289,000</b> | <b>£336,750</b>           |
| <b>£1,113,750</b> | <b>£641,500</b>     | <b>£363,500</b>       | <b>£333,500</b>  | <b>£361,000</b> | <b>£421,000</b>           |

\* If purchasing multiple one-off pulse surveys per order, a discount of 10% is applied for 3-4 pulse surveys and 15% for a package of 5 or more pulse surveys

\*\*Crisis Pulse (designed, deployed and analyzed within 30 days)

## FULL ADD-ON MENU

|                                                                                       | Free Trial                                      | Starter                                  | Essential                                                                | Professional                                                                      | Add on cost<br>(if not incl. in selected package)                                      |
|---------------------------------------------------------------------------------------|-------------------------------------------------|------------------------------------------|--------------------------------------------------------------------------|-----------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|
|                                                                                       | Get your engagement project underway at no cost | For simple engagement projects & surveys | For essential engagement projects using rich survey and mapping features | An end-to-end engagement solution ideal for statutory more customised engagements |                                                                                        |
|                                                                                       | Pilot                                           | Project                                  | Project    Departmental    Corporate                                     | Project    Departmental    Corporate                                              |                                                                                        |
| <b>1. Maximising Reach</b>                                                            |                                                 |                                          |                                                                          |                                                                                   |                                                                                        |
| Commonplace community access (no. of contacts)                                        | X                                               | ✓ (up to 500)                            | ✓ (up to 1,000)                                                          | ✓ (up to 5,000)                                                                   | £150 / 1,000 new contacts                                                              |
| <a href="#">Upload existing audience</a>                                              | X                                               | +                                        | +                                                                        | ✓ (up to 1,000)                                                                   | £1 / contact                                                                           |
| <a href="#">Multi-lingual / Non English</a>                                           | X                                               | +                                        | +                                                                        | +                                                                                 | Starts at £750 / project (see * below)                                                 |
| Prize drawer / community chest                                                        | X                                               | X                                        | +                                                                        | +                                                                                 | £250 / project<br>£1,000 / customer level news consent when capability added in future |
| <a href="#">Targeted paid social media campaign</a>                                   | +                                               | +                                        | +                                                                        | +                                                                                 | Starts at £2,000 / project (see ** below)                                              |
| <b>2. Interactive Mapping</b>                                                         |                                                 |                                          |                                                                          |                                                                                   |                                                                                        |
| Custom / translated map background                                                    | X                                               | X                                        | ✓ (first map)                                                            | ✓ (first 5 maps)                                                                  | £500 / project                                                                         |
| <a href="#">Overlay image / masterplan on map</a>                                     | X                                               | X                                        | ✓ (first map)                                                            | ✓ (first 5 maps)                                                                  | £250 / map                                                                             |
| <a href="#">Navigational map</a>                                                      | X                                               | X                                        | ✓ (first map)                                                            | ✓ (first 5 maps)                                                                  | £500 / map                                                                             |
| <a href="#">Map search bar</a>                                                        | X                                               | X                                        | ✓                                                                        | ✓                                                                                 | £250 / map                                                                             |
| <a href="#">Import custom map display layer (points, lines, shapes/polygons, key)</a> | X                                               | X                                        | ✓                                                                        | ✓                                                                                 | £250 / layer                                                                           |
| <a href="#">Add hover panel on display layer assets</a>                               | X                                               | +                                        | +                                                                        | ✓                                                                                 | £25 / point                                                                            |
| Display Commonplace census data / administrative boundary layer - <b>coming soon</b>  | X                                               | X                                        | X                                                                        | +                                                                                 | £100 for up to 3 layers / map / year                                                   |
| Upload and display your own map data layer - <b>coming soon</b>                       | X                                               | X                                        | X                                                                        | +                                                                                 | £500 / layer                                                                           |
| Add 3D view                                                                           | X                                               | X                                        | X                                                                        | +                                                                                 | £100 / point                                                                           |
| <a href="#">Have your say mode, custom pin SVG / non sentiment scale</a>              | X                                               | X                                        | +                                                                        | ✓ (first map)                                                                     | £250 / map                                                                             |
| Have your say mode, line or polygon                                                   | X                                               | X                                        | +                                                                        | ✓ (first map)                                                                     | £500 / project                                                                         |
| <a href="#">Respondent filter view</a>                                                | X                                               | X                                        | +                                                                        | ✓                                                                                 | £250 / map                                                                             |
| <b>3. Survey Story and Co-design</b>                                                  |                                                 |                                          |                                                                          |                                                                                   |                                                                                        |
| Advanced content blocks (2 column, grid, carousel, FAQ, tables, document upload)      | X                                               | +                                        | ✓                                                                        | ✓                                                                                 | £250 / project                                                                         |
| <a href="#">Interactive image / before &amp; after slider image</a>                   | X                                               | +                                        | ✓                                                                        | ✓                                                                                 | £500 / image                                                                           |
| <a href="#">Interactive image – bespoke digitise strategy document</a>                | X                                               | +                                        | +                                                                        | +                                                                                 | £1,500 / design                                                                        |
| <a href="#">Magazine style document viewer</a>                                        | X                                               | +                                        | ✓                                                                        | ✓                                                                                 | £250 / project                                                                         |
| Accredited templates (e.g. Resident Review / Planning Applications)                   | +                                               | +                                        | ✓                                                                        | ✓                                                                                 | £1000 / template                                                                       |
| Quick poll question                                                                   | X                                               | ✓                                        | ✓                                                                        | ✓                                                                                 | £100 / project                                                                         |
| <a href="#">Budget / resource allocation question</a>                                 | X                                               | ✓                                        | ✓                                                                        | ✓                                                                                 | £100 / project                                                                         |
| <a href="#">Upload image / file question</a>                                          | X                                               | +                                        | ✓                                                                        | ✓                                                                                 | £100 / project                                                                         |
| <a href="#">Map as a question, draw line or polygon</a>                               | X                                               | +                                        | +                                                                        | ✓                                                                                 | £500 / project                                                                         |
| <a href="#">Comment on an image</a>                                                   | X                                               | +                                        | +                                                                        | ✓                                                                                 | £250 / project                                                                         |
| <a href="#">Voice capture question</a>                                                | X                                               | X                                        | +                                                                        | +                                                                                 | £1,500 / project OR<br>£2,500 / 12mo DL or CL<br>1,000 voice note cap on all           |
| <a href="#">Skip logic</a>                                                            | X                                               | +                                        | +                                                                        | +                                                                                 | £1,000 / project                                                                       |
| <a href="#">Commonplace Consult: Hidden Comments</a>                                  | X                                               | +                                        | +                                                                        | +                                                                                 | £500 / project                                                                         |
| <a href="#">Commonplace Select: Invite only</a>                                       | X                                               | +                                        | +                                                                        | +                                                                                 | £1,500 / project                                                                       |
| <b>4. Hybrid Online / Offline</b>                                                     |                                                 |                                          |                                                                          |                                                                                   |                                                                                        |
| <a href="#">Face-to-face interview mode</a>                                           | X                                               | +                                        | ✓                                                                        | ✓                                                                                 | £250 / project                                                                         |
| Printable surveys (not incl print & send)                                             | X                                               | +                                        | +                                                                        | ✓                                                                                 | £250 / tile plus printing costs                                                        |
| Paper survey upload service                                                           | X                                               | +                                        | +                                                                        | +                                                                                 | £2 / row of contribution or respondent data                                            |
| <b>5. Relationship management</b>                                                     |                                                 |                                          |                                                                          |                                                                                   |                                                                                        |
| Custom demographic questions                                                          | X                                               | X                                        | +                                                                        | ✓                                                                                 | £250 / project                                                                         |
| Special category demographic questions for EDI analysis                               | X                                               | +                                        | ✓                                                                        | ✓                                                                                 | £250 / project                                                                         |
| Custom consents                                                                       | X                                               | X                                        | +                                                                        | ✓                                                                                 | £250 / project<br>£1,000 / customer level news consent when capability added in future |
| News posts and email notifications                                                    | ✓ (up to 500 sends)                             | ✓ (up to 1000 sends)                     | ✓ (up to 1000 sends / project)                                           | ✓ (up to 10000 sends / project)                                                   | £250 / 1000 additional sends                                                           |
| Abandoned contribution retargeting email                                              | X                                               | ✓                                        | ✓                                                                        | ✓                                                                                 | £500 / project                                                                         |
| <a href="#">Close the loop: embeddable charts</a>                                     | X                                               | X                                        | +                                                                        | ✓ Fixed<br>+ Flexible add-on                                                      | Fixed £150 / project<br>Flexible £250 / project                                        |
| <b>6. Data analytics</b>                                                              |                                                 |                                          |                                                                          |                                                                                   |                                                                                        |
| Visitors analytics advanced (campaign, referral, email tracking)                      | X                                               | X                                        | ✓                                                                        | ✓                                                                                 | £250 / project                                                                         |
| Respondent & contribution weighting by reactions                                      | X                                               | X                                        | +                                                                        | ✓                                                                                 | £500 / project                                                                         |
| Respondent & contributions geospatial analytics map view                              | X                                               | X                                        | ✓                                                                        | ✓                                                                                 | £500 / project                                                                         |
| Respondent & contributions geospatial analytics map filtering by standard boundary    | X                                               | X                                        | ✓                                                                        | ✓                                                                                 | £500 / project                                                                         |
| Respondent & contributions geospatial analytics map filtering by custom polygon       | X                                               | X                                        | +                                                                        | +                                                                                 | £250 / project                                                                         |
| Table export                                                                          | X                                               | +                                        | +                                                                        | ✓                                                                                 | £1,000 / customer                                                                      |
| Chart export / print                                                                  | X                                               | +                                        | +                                                                        | ✓                                                                                 | £1,000 / customer                                                                      |
| Respondent effort score results                                                       | X                                               | X                                        | +                                                                        | +                                                                                 | £500 / customer                                                                        |
| Bespoke report                                                                        | X                                               | +                                        | +                                                                        | ✓ (first £750)                                                                    | Starts £1,200 / report (see *** below)                                                 |
| <a href="#">TrendsAI: Topic/Theme analytics (NLP) BETA</a>                            | X                                               | X                                        | ✓ (view top 5 topics)                                                    | ✓ (view top 25 topics)                                                            | £2,500 / customer for unlimited topics                                                 |

# FULL ADD-ON MENU

|                                                                             | Free Trial<br>Get your engagement project underway at no cost | Starter<br>For simple engagement projects & surveys | Essential<br>For essential engagement projects using rich survey and mapping features |                                                       |           | Professional<br>An end-to-end engagement solution ideal for statutory more customised engagements |                                                       |           | Add on cost<br>(if not incl. in selected package)                                                                                 |
|-----------------------------------------------------------------------------|---------------------------------------------------------------|-----------------------------------------------------|---------------------------------------------------------------------------------------|-------------------------------------------------------|-----------|---------------------------------------------------------------------------------------------------|-------------------------------------------------------|-----------|-----------------------------------------------------------------------------------------------------------------------------------|
|                                                                             | Pilot                                                         | Project                                             | Project                                                                               | Departmental                                          | Corporate | Project                                                                                           | Departmental                                          | Corporate |                                                                                                                                   |
| TrendsAI: Manual tag customisation <b>BETA</b>                              | X                                                             | X                                                   |                                                                                       | +                                                     |           |                                                                                                   | +                                                     |           | Only available with unlimited topics: £500 / project                                                                              |
| <b>7. Integrations add ons</b>                                              |                                                               |                                                     |                                                                                       |                                                       |           |                                                                                                   |                                                       |           |                                                                                                                                   |
| Single sign on                                                              | X                                                             | X                                                   |                                                                                       | +                                                     |           |                                                                                                   | ✓                                                     |           | £1,000 / customer                                                                                                                 |
| Social feeds (Facebook / X / LinkedIn)                                      | +                                                             | +                                                   |                                                                                       | ✓                                                     |           |                                                                                                   | ✓                                                     |           | £250 / widget / project                                                                                                           |
| Super widget (iframe, maps, embed widget)                                   | X                                                             | X                                                   |                                                                                       | +                                                     |           |                                                                                                   | ✓                                                     |           | £1,500 / project                                                                                                                  |
| Embed external service (eg. Typeform, Eventbrite, Justgiving)               | X                                                             | X                                                   |                                                                                       | +                                                     |           |                                                                                                   | +                                                     |           | £500 / project                                                                                                                    |
| Custom integrations with external services (Salesforce, Uniform idox, ESRI) | X                                                             | X                                                   |                                                                                       | X                                                     |           |                                                                                                   | +                                                     |           | See **** below                                                                                                                    |
| <b>8. Compliance &amp; assurance</b>                                        |                                                               |                                                     |                                                                                       |                                                       |           |                                                                                                   |                                                       |           |                                                                                                                                   |
| Support with supplier questionnaire / DPIA                                  | ✓ Self service                                                | ✓ Self service                                      |                                                                                       | ✓ Self service                                        |           |                                                                                                   | ✓ Self service<br>✓ Up to 2 hours consultative time   |           | £150 / hour of consultative time                                                                                                  |
| Audit trail log reports of customer user activity                           | X                                                             | X                                                   |                                                                                       | +                                                     |           |                                                                                                   | ✓                                                     |           | See **** below                                                                                                                    |
| Email verification chaser email                                             | +                                                             | +                                                   |                                                                                       | ✓                                                     |           |                                                                                                   | ✓                                                     |           | £500 / project                                                                                                                    |
| Hide comment counter up to 100 contributions                                | +                                                             | +                                                   |                                                                                       | +                                                     |           |                                                                                                   | ✓                                                     |           | £250 / project                                                                                                                    |
| Hide sentiment on first 100 contributions                                   | +                                                             | +                                                   |                                                                                       | +                                                     |           |                                                                                                   | ✓                                                     |           | £250 / project                                                                                                                    |
| <b>9. Support / Professional Services</b>                                   |                                                               |                                                     |                                                                                       |                                                       |           |                                                                                                   |                                                       |           |                                                                                                                                   |
| Playground project for training and testing                                 | X                                                             | +                                                   |                                                                                       | +                                                     |           |                                                                                                   | ✓                                                     |           | £250 / project                                                                                                                    |
| Tester mode for pre go live projects user acceptance testing                | X                                                             | +                                                   |                                                                                       | +                                                     |           |                                                                                                   | ✓                                                     |           | £250 / project                                                                                                                    |
| Pre go live checks on every project                                         | +                                                             | ✓ Self service checklist                            |                                                                                       | ✓ Email coaching on improvements                      |           |                                                                                                   | ✓ Video call coaching on improvements                 |           | £500 / project                                                                                                                    |
| Pre go live checks on every tile go-live after initial project launch       | +                                                             | +                                                   |                                                                                       | +                                                     |           |                                                                                                   | ✓ Video call coaching on improvements                 |           | £100 / tile                                                                                                                       |
| Edit mode training with engagement expert - drop in                         | ✓                                                             | ✓                                                   |                                                                                       | ✓                                                     |           |                                                                                                   | ✓                                                     |           | £150 / hr additional training                                                                                                     |
| Dashboard training with engagement expert - drop in                         | X                                                             | ✓                                                   |                                                                                       | ✓                                                     |           |                                                                                                   | ✓                                                     |           | £150 / hr additional training                                                                                                     |
| Kick off training with dedicated expert                                     | X                                                             | X                                                   |                                                                                       | ✓                                                     |           |                                                                                                   | ✓                                                     |           | £150 / hr additional training                                                                                                     |
| Audience reach workshop with dedicated expert                               | X                                                             | X                                                   |                                                                                       | X                                                     |           |                                                                                                   | ✓                                                     |           | £150 / hr additional training                                                                                                     |
| Site build workshop with dedicated expert                                   | X                                                             | X                                                   |                                                                                       | X                                                     |           |                                                                                                   | ✓                                                     |           | £150 / hr additional training                                                                                                     |
| Site build delivery by engagement expert                                    | X                                                             | X                                                   |                                                                                       | X                                                     |           |                                                                                                   | +                                                     |           | Starts at £1,500 / project (see ***** below)                                                                                      |
| Digital community engagement upskilling                                     | X                                                             | X                                                   |                                                                                       | +                                                     |           |                                                                                                   | +                                                     |           | £1,200 / day + expenses                                                                                                           |
| <b>10. Setup &amp; customisation</b>                                        |                                                               |                                                     |                                                                                       |                                                       |           |                                                                                                   |                                                       |           |                                                                                                                                   |
| Custom HTML / CSS                                                           | X                                                             | X                                                   |                                                                                       | +                                                     |           |                                                                                                   | +                                                     |           | £500 / project                                                                                                                    |
| Choice of subdomain on <a href="https://commonplace.is">commonplace.is</a>  | ✓                                                             | ✓                                                   |                                                                                       | ✓                                                     |           |                                                                                                   | ✓                                                     |           | £250 cost of rename and set up of redirect                                                                                        |
| <a href="#">Client URL or subdomain</a>                                     | X                                                             | +                                                   |                                                                                       | +                                                     |           |                                                                                                   | +                                                     |           | £500 / URL or subdomain                                                                                                           |
| <a href="#">Custom branding</a>                                             | ✓ Colours                                                     | ✓ Colours<br>✓ Logo                                 |                                                                                       | ✓ Colours<br>✓ Logo<br>✓ Google font<br>+ Custom font |           |                                                                                                   | ✓ Colours<br>✓ Logo<br>✓ Google font<br>+ Custom font |           | Custom font £250 / font (not inc cost of licensing)                                                                               |
| <a href="#">Custom navbar</a>                                               | X                                                             | +                                                   |                                                                                       | +                                                     |           |                                                                                                   | ✓                                                     |           | £250 / project                                                                                                                    |
| <a href="#">Navigation tiers</a>                                            | ✓                                                             | ✓                                                   | ✓                                                                                     | ✓ Programme, project, proposal                        |           | ✓                                                                                                 | ✓ Customer, programme, project, proposal              |           | Sub-proposal level £500 / project                                                                                                 |
| Engagement hub (customer / programme level) page search & filter            | X                                                             | +                                                   |                                                                                       | +                                                     |           |                                                                                                   | ✓                                                     |           | £500 / customer                                                                                                                   |
| Import data from past consultations / engagements                           | X                                                             | X                                                   |                                                                                       | +                                                     |           |                                                                                                   | +                                                     |           | £1 / row of contribution data<br>£1 / row respondent data<br>Does not include the build of old content, which is done by customer |
| Additional tile above licence allowance                                     | X                                                             | +                                                   |                                                                                       | +                                                     |           |                                                                                                   | +                                                     |           | £750 / tile                                                                                                                       |
| Additional project URL above licence allowance                              | X                                                             | X                                                   | X                                                                                     | X                                                     | +         | X                                                                                                 | X                                                     | +         | £3,000 / URL, only available on corporate licences                                                                                |

## ADDITIONAL PRICING DETAILS FOR ADD ONS

### \* Multi-lingual Pricing

Setting up a new language on the Commonplace platform: European & Arabic languages: **£750 / language**

Setting up a new language on the Commonplace platform: **£1,500 / language**

Adding new tiles in language already setup - human translation: **£250 / tile**

Adding new tiles in language already setup - machine translation: **£1,000 unlimited tiles**

### \*\* Social promotion pricing

**Promote package:** 1 campaign | 250k - 400k est. impressions | 1,500 - 2,750 est. clicks | **£2,000**

**Boost package:** 2 campaigns | 500k - 750k est. impressions | 2,800 - 4,550 est. clicks | **£3,500**

**Supercharge package:** 3 campaigns | 850k - 1.2M est. impressions | 4,750 - 8,000 est. clicks: **£5,000**

### \*\*\* Bespoke reporting

**Basic Chart Stories:** All questions and charts available in a slide deck; incl x1 revision. Slides or doc: **£1,200**

**Bespoke report writing service:** dependant on project requirements: **£5,000**

### \*\*\*\* Custom integrations

Engineering work charged at £1,500 per day

Project Management charged at £650 per day

### \*\*\*\*\* Site build pricing

**Simple site (site has no mapping):** £2,000

**Complex site (larger site including mapping):** £3,500

## DISCOUNTS AVAILABLE FOR ALL PACKAGES & ADD ONS

| Term       | Discount if contracted upfront |
|------------|--------------------------------|
| One year   | 0                              |
| Two year   | 5%                             |
| Three year | 5%                             |

| Multi-org (eg. divisions in a group) | Discount |
|--------------------------------------|----------|
| 1 Org                                | 3%       |
| 2 Org                                | 5%       |
| 3 Orgs +                             | 10%      |

| Type of org               | Committed upfront                                |
|---------------------------|--------------------------------------------------|
| Education                 | See Charity, Health Education page               |
| Charity                   | See Charity, Health Education page               |
| Housing Association (RSL) | 5% discount on Housing and Development rate card |

### ADD-ON BUNDLES

| Audience reach +<br>Maximise your engagement reach                                            |                      | Youth engagement +<br>Boost your younger respondents                                            |                      | Local Plan +<br>Specialist local plan engagement        |               | Reporting & analysis +<br>Save 100s of hours using our auto tools |               |
|-----------------------------------------------------------------------------------------------|----------------------|-------------------------------------------------------------------------------------------------|----------------------|---------------------------------------------------------|---------------|-------------------------------------------------------------------|---------------|
| Audience reach workshop                                                                       | 1 x 2hr workshop     | Audience reach workshop                                                                         | 1 x 2hr workshop     | Overlay image / masterplan on map                       | 1 project     | Geospatial analytics map filtering boundary                       | 1 project     |
| 1x targeted social campaign inc. ad creation and targeted campaign management (Boost package) | 1 campaign           | 1x targeted social campaign inc. ad creation and targeted campaign management (Promote package) | 1 campaign           | Before & after slider interactive image                 | 1 project     | Respondent effort score results                                   | 1 project     |
| Commonplace community access                                                                  | up to 2,000 contacts | Voice capture                                                                                   | 1 project            | Interactive local plan document                         | 1 project     | Unlimited topics for TrendsAI: Topic/Theme analytics (NLP)        | 1 project     |
| QR code generator                                                                             | Limitless            | Comment on an image                                                                             | 1 project            | Custom demographic questions                            | 1 project     | Close the loop: embeddable charts                                 | 3 tiles       |
| Upload existing audience                                                                      | 1,000 contacts       | QR code generator                                                                               | Limitless            | Close the loop: embeddable charts                       | 3 tiles       | Respondent & contributions analytics map view OR filtering        | 1 project     |
| Abandoned contribution retargeting email                                                      | 1 project            | Commonplace community access                                                                    | up to 2,000 contacts | Upload and display your own map data layer              | 1 layer       | Basic bespoke report                                              | 1 project     |
|                                                                                               |                      | Before & after slider interactive image                                                         | £250 / project       | Have your say mode, line or polygon                     | 1 map / tile  |                                                                   |               |
|                                                                                               |                      | Custom young person survey template                                                             | 1 project            | Respondent filter view                                  | 1 map / tile  |                                                                   |               |
|                                                                                               |                      |                                                                                                 |                      | TrendsAI - auto topic, sentiment analysis and summaries | 1 project     |                                                                   |               |
|                                                                                               |                      |                                                                                                 |                      |                                                         |               |                                                                   |               |
| Discount on individual menu items                                                             | 20%                  | Discount on individual menu items                                                               | 20%                  | Discount on individual menu items                       | 25%           | Discount on individual menu items                                 | 20%           |
| <b>Starter / Essential price</b>                                                              | <b>£4,500</b>        | <b>Starter price</b>                                                                            | <b>£3,700</b>        | <b>Starter price</b>                                    | <b>£5,250</b> | <b>Starter price</b>                                              | <b>£4,700</b> |
| <b>Professional price</b>                                                                     | <b>£3,500</b>        | <b>Essential / Professional price</b>                                                           | <b>£3,050</b>        | <b>Essential / Professional price</b>                   | <b>£3,500</b> | <b>Essential / Professional price</b>                             | <b>£3,700</b> |

| Event capture<br>Collect, upload & analyse seamlessly |               | Fast start<br>Get projects live fast with minimum pain  |                      | Branded website +<br>Bring your brand alive on Commonplace |               | Mapping toolkit +<br>Transform engagement with maps             |               |
|-------------------------------------------------------|---------------|---------------------------------------------------------|----------------------|------------------------------------------------------------|---------------|-----------------------------------------------------------------|---------------|
| Survey mode / tablet version                          | 1 project     | Simple site build (no mapping)                          | 1 project            | Super widget (iframe, maps, embed widget)                  | 1 project     | Display Commonplace census data / administrative boundary layer | 2 maps        |
| Printable surveys (not incl print & send)             | 3 tiles       | 1 x targeted paid social media campaign   Boost package | 1 campaign           | Simple site build (no mapping)                             | 1 project     | Upload and display your own map data layer                      | 2 layers      |
| Paper survey upload service                           | 500 responses | Commonplace community access                            | up to 2,000 contacts | Custom HTML / CSS                                          | 1 project     | Have your say mode, custom pin graphic                          | 2 maps        |
| Voice capture                                         | 1 project     | Access our bank of project-themes templates             | unlimited projects   | Custom font (excl. cost to purchase font)                  | 1 project     | Have your say mode, line or polygon                             | 2 maps        |
|                                                       |               |                                                         |                      | Custom URL                                                 | 1 project     | Respondent filter view                                          | 2 maps        |
|                                                       |               |                                                         |                      |                                                            |               |                                                                 |               |
| Discount on individual menu items                     | 17%           | Discount on individual menu items                       | 20%                  | Discount on individual menu items                          | 25%           | Discount on individual menu items                               | 17%           |
| <b>Starter / Essential price</b>                      | <b>£2,500</b> | <b>Starter / Essential price</b>                        | <b>£5,500</b>        | <b>Starter / Essential price</b>                           | <b>£4,250</b> | <b>Starter / Essential price</b>                                | <b>£2,250</b> |
| <b>Professional price</b>                             | <b>£2,250</b> | <b>Professional price</b>                               | <b>£4,500</b>        | <b>Professional price</b>                                  | <b>£3,250</b> | <b>Professional price</b>                                       | <b>£1,500</b> |



#### Multi-year

| Term Discounts | Discount if contracted upfront |
|----------------|--------------------------------|
| One year       | 0                              |
| Two year       | 5%                             |
| Three year     | 10%                            |

#### Multi-product

| Term Discounts                                                 | Discount if contracted together                                                                                                                                                                          |
|----------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Buy two of Engagement, Listen, Community Survey / Blockwise    | 15% off the second product ordered (discount on lowest price product if ordered simultaneously)                                                                                                          |
| Buy three of Commonplace, Listen, Community Survey / Blockwise | 15% off the second product ordered (discount on second lowest price product if ordered simultaneously)<br>25% off the third product ordered (discount on lowest price product if ordered simultaneously) |

#### Group organisations of companies

| Multi-org (eg. divisions in a group) |     |
|--------------------------------------|-----|
| 1 Org                                | 3%  |
| 2 Org                                | 5%  |
| 3 Org                                | 10% |

#### Educational, RSL and charity discount

| Term Discounts            | Committed upfront                                |
|---------------------------|--------------------------------------------------|
| Education                 | See Charity, Health Education page               |
| Charity                   | See Charity, Health Education page               |
| Housing Association (RSL) | 5% discount on Housing and Development rate card |

#### Summer Offer (15 Jul - 31 Aug)

| Term Discounts                                                                                        | Discount available                                                                                                                                                                  |
|-------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Commonplace Consultation & Engagement - Multi Year Corporate Essential or Professional License        | 2 year licence, additional 15% discount (beyond 5% stated above)<br>3 year licence, additional 15% (beyond 10% stated above)                                                        |
| Commonplace Combined Consultation & Engagement Corporate Professional and Listen Licence - Multi Year | In place of the multi year discounts and the multi product discounts described above, 60% off Listen pricing if purchased alongside Consultation & Engagement on a multi year basis |



#### Extended Summer Offer (1 Sep - 5 Oct)

| Term Discounts                                                                                        | Discount available                                                                                                                                                                  |
|-------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Commonplace Combined Consultation & Engagement Corporate Professional and Listen Licence - Multi Year | In place of the multi year discounts and the multi product discounts described above, 60% off Listen pricing if purchased alongside Consultation & Engagement on a multi year basis |